

WDAF - TV - Issue Ad Public File Checklist

1. MISSOURIANS FOR HEALTH AND EDUCATION
Name of Sponsoring Organization
 2. Accepted: ☒ Rejected: ☐ (mark one)
 3. Class of Time: Issue
 4. 10/1-11/5
Flight dates and times
 5. SEE ORDER
Rate charged
 6. TOBACCO TAX
Description of Issue
 6. PO Box 412887 KANSAS CITY, MO 64141
Address of Sponsoring Organization
 7. _____
Telephone Number of Sponsoring Organization Email Address
 8. ANDREW WILSON TRES
Sponsor's Officers/Directors/Executive Committee
 9. _____
Description of substantiation provided (if any)
 10. Proper Sponsorship Identification: Yes ☒ No ☐
- [Signature] 6/20/12
Name Date



WDAF-TV

ORDER

Print Date 08/15/12 Page 1 of 5

Flight Dates 10/16/12-10/22/12

Contract / Revision 568701 /

Original Date / Revision
08/15/12 08/15/12

Advertiser Mo 4 Health & Education

Agency Buying Time LLC

Buying Contact

650 Massachusetts Ave NW
Suite 210
Washington, DC 20001

Primary Account Executive
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Product
MO 4 HEALTH AND EDU

Agency Com 15%

Billing Contact
650 Massachusetts Ave NW
Suite 210
Washington, DC 20001

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 2136

Alt Order # 09793021

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL PLI POL

Product Codes PL2C

Priority 1

Advertiser Ref

Order Share 30% Market Value 132666

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	12%	15920
KCWE	%	0
KMBC	34%	45106
KMCI	%	0
KPXE	%	0
KSHB	24%	31840
KSMO	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	38	\$33,830.00	\$39,800.00	0.00
Totals	38	\$33,830.00	\$39,800.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/22/12	38	\$33,830.00	\$39,800.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	4	10/16/12	10/16/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	-T-----	:30	1	\$300.00	2	0.00	NM	1	\$300.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$300.00		0.00			
E 2	4	10/17/12	10/17/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	--W----	:30	1	\$300.00	2	0.00	NM	1	\$300.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----					1	\$300.00		0.00			
E 3	4	10/18/12	10/18/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	---T---	:30	1	\$300.00	2	0.00	NM	1	\$300.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$300.00		0.00			

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals SpotsAmount	
E 4	4	10/19/12	10/19/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	----F--	:30	1	\$300.00	2	0.00	NM	1	\$300.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	----F--			1		\$300.00		0.00				
E 5	4	10/22/12	10/22/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	M-----	:30	1	\$300.00	2	0.00	NM	1	\$300.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	M-----			1		\$300.00		0.00				
E 6	4	10/16/12	10/16/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	-T-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-T-----			1		\$1,000.00		0.00				
E 7	4	10/17/12	10/17/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	--W----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	--W----			1		\$1,000.00		0.00				
E 8	4	10/18/12	10/18/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	---T---	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	---T---			1		\$1,000.00		0.00				
E 9	4	10/19/12	10/19/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	----F--	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	----F--			1		\$1,000.00		0.00				
E 10	4	10/22/12	10/22/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	M-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	M-----			1		\$1,000.00		0.00				
E 11	4	10/16/12	10/16/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	-T-----	:30	1	\$825.00	1	0.00	NM	1	\$825.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-T-----			1		\$825.00		0.00				
E 12	4	10/17/12	10/17/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	--W----	:30	1	\$825.00	1	0.00	NM	1	\$825.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	--W----			1		\$825.00		0.00				
E 13	4	10/18/12	10/18/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	---T---	:30	1	\$825.00	1	0.00	NM	1	\$825.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	---T---			1		\$825.00		0.00				
E 14	4	10/19/12	10/19/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	----F--	:30	1	\$825.00	1	0.00	NM	1	\$825.00
FOX News															

Contract / Revision 568701 Flight Dates 10/16/12-10/22/12

Original Date / Revision 08/15/12/ 08/15/12

Advertiser	Mo 4 Health & Education	Product	MO 4 HEALTH AND EDU	Estimate #	2136
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														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	4	10/19/12	10/19/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	----F--	:30	1	\$825.00	1	0.00	NM	1	\$825.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--			1			\$825.00		0.00			
E 15	4	10/22/12	10/22/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	M-----	:30	1	\$825.00	1	0.00	NM	1	\$825.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----			1			\$825.00		0.00			
E 16	4	10/16/12	10/16/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30 PM)	-T-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----			1			\$1,000.00		0.00			
E 17	4	10/17/12	10/17/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30 PM)	--W----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----			1			\$1,000.00		0.00			
E 18	4	10/18/12	10/18/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30 PM)	---T---	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---			1			\$1,000.00		0.00			
E 19	4	10/19/12	10/19/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30 PM)	----F--	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--			1			\$1,000.00		0.00			
E 20	4	10/22/12	10/22/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30 PM)	M-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----			1			\$1,000.00		0.00			
E 21	4	10/16/12	10/16/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	-T-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----			1			\$1,000.00		0.00			
E 22	4	10/17/12	10/17/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	--W----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----			1			\$1,000.00		0.00			
E 23	4	10/18/12	10/18/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	---T---	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---			1			\$1,000.00		0.00			
E 24	4	10/19/12	10/19/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	----F--	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
News															

Contract / Revision

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 24	4	10/19/12	10/19/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	----F--	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--				1		\$1,000.00		0.00			
E 25	4	10/22/12	10/22/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	M-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----				1		\$1,000.00		0.00			
E 26	4	10/16/12	10/16/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	-T-----	:30	1	\$1,440.00	1	0.00	NM	1	\$1,440.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----				1		\$1,440.00		0.00			
E 27	4	10/17/12	10/17/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	--W----	:30	1	\$1,440.00	1	0.00	NM	1	\$1,440.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----				1		\$1,440.00		0.00			
E 28	4	10/18/12	10/18/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	---T---	:30	1	\$1,440.00	1	0.00	NM	1	\$1,440.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---				1		\$1,440.00		0.00			
E 29	4	10/19/12	10/19/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	----F--	:30	1	\$1,440.00	1	0.00	NM	1	\$1,440.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--				1		\$1,440.00		0.00			
E 30	4	10/22/12	10/22/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	M-----	:30	1	\$1,440.00	1	0.00	NM	1	\$1,440.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----				1		\$1,440.00		0.00			
E 31	4	10/16/12	10/16/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	-T-----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----				1		\$1,800.00		0.00			
E 32	4	10/17/12	10/17/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	--W----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----				1		\$1,800.00		0.00			
E 33	4	10/18/12	10/18/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	---T---	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---				1		\$1,800.00		0.00			
E 34	4	10/19/12	10/19/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	----F--	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
News															



WDAF-TV

Print Date: 08/15/12

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Contract / Revision 568701 Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 08/15/12/ 08/15/12

Order Sep 00:15:00

Advertiser Mo 4 Health & Education Product MO 4 HEALTH AND EDU

Estimate # 2136

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals SpotsAmount		
E 34	4	10/19/12	10/19/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	----F--	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00	
News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	----F--					1	\$1,800.00		0.00				
E 35	4	10/22/12	10/22/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	M-----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00	
News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	M-----					1	\$1,800.00		0.00				
E 36	4	10/20/12	10/20/12	Sa 7-9a Sa 7-9a	CM-All	Sa 7-9a	-----S-	:30	1	\$800.00	1	0.00	NM	1	\$800.00	
News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S-					1	\$800.00		0.00				
E 37	4	10/21/12	10/21/12	Su 5-6p Su 5-6p	CM-All	5-6p	-----S	:30	1	\$375.00	1	0.00	NM	1	\$375.00	
News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S					1	\$375.00		0.00				
E 38	4	10/21/12	10/21/12	Su 9-10p Su 9-10p	CM-All	9-10p	-----S	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00	
News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S					1	\$1,800.00		0.00				
														Totals	38	\$39,800.00



WDAF-TV

ORDER

Print Date 08/15/12 Page 1 of 5

Flight Dates 10/23/12-10/29/12

Contract / Revision 568691 /

Original Date / Revision
08/15/12 08/15/12

Advertiser Mo 4 Health & Education

Agency Buying Time LLC

Buying Contact

650 Massachusetts Ave NW
Suite 210
Washington, DC 20001

Primary Account Executive
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Product
MO 4 HEALTH & EDUC

Agency Com 15%

Billing Contact
650 Massachusetts Ave NW
Suite 210
Washington, DC 20001

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 2135

Alt Order # 09793023

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL PLI POL

Product Codes PL2C

Priority 1

Advertiser Ref

Order Share 30% Market Value 132666

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	12%	15920
KCWE	%	0
KMBC	34%	45106
KMCI	%	0
KPXE	%	0
KSHB	24%	31840
KSMO	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	31	\$27,569.75	\$32,435.00	0.00
November 2012	7	\$6,260.25	\$7,365.00	0.00
Totals	38	\$33,830.00	\$39,800.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/28/12	31	\$27,569.75	\$32,435.00
10/29/12	10/29/12	7	\$6,260.25	\$7,365.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	4	10/23/12	10/23/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	-T-----	:30	1	\$300.00	2	0.00	NM	1	\$300.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$300.00		0.00			
E 2	4	10/24/12	10/24/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	--W----	:30	1	\$300.00	2	0.00	NM	1	\$300.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$300.00		0.00			
E 3	4	10/25/12	10/25/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	---T---	:30	1	\$300.00	2	0.00	NM	1	\$300.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

Contract / Revision

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	4	10/25/12	10/25/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	---T---	:30	1	\$300.00	2	0.00	NM	1	\$300.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$300.00		0.00						
E 4	4	10/26/12	10/26/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	----F--	:30	1	\$300.00	2	0.00	NM	1	\$300.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$300.00		0.00						
E 5	4	10/29/12	10/29/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	M-----	:30	1	\$300.00	2	0.00	NM	1	\$300.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$300.00		0.00						
E 6	4	10/23/12	10/23/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	-T-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$1,000.00		0.00						
E 7	4	10/24/12	10/24/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	--W----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$1,000.00		0.00						
E 8	4	10/25/12	10/25/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	---T---	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$1,000.00		0.00						
E 9	4	10/26/12	10/26/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	----F--	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$1,000.00		0.00						
E 10	4	10/29/12	10/29/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	M-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$1,000.00		0.00						
E 11	4	10/23/12	10/23/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	-T-----	:30	1	\$825.00	1	0.00	NM	1	\$825.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$825.00		0.00						
E 12	4	10/24/12	10/24/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	--W----	:30	1	\$825.00	1	0.00	NM	1	\$825.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$825.00		0.00						
E 13	4	10/25/12	10/25/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	---T---	:30	1	\$825.00	1	0.00	NM	1	\$825.00
FOX News															

Contract / Revision **568691** **Flight Dates** 10/23/12-10/29/12

Original Date / Revision 08/15/12/ 08/15/12

Advertiser	Mo 4 Health & Education	Product	MO 4 HEALTH & EDUC	Estimate #	2135
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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 13	4	10/25/12	10/25/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	---T---	:30	1	\$825.00	1	0.00	NM	1	\$825.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---			1			\$825.00		0.00			
E 14	4	10/26/12	10/26/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	----F--	:30	1	\$825.00	1	0.00	NM	1	\$825.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--			1			\$825.00		0.00			
E 15	4	10/29/12	10/29/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	M-----	:30	1	\$825.00	1	0.00	NM	1	\$825.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----			1			\$825.00		0.00			
E 16	4	10/23/12	10/23/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30 PM)	-T-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----			1			\$1,000.00		0.00			
E 17	4	10/24/12	10/24/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30 PM)	--W----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----			1			\$1,000.00		0.00			
E 18	4	10/25/12	10/25/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30 PM)	---T---	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---			1			\$1,000.00		0.00			
E 19	4	10/26/12	10/26/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30 PM)	----F--	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--			1			\$1,000.00		0.00			
E 20	4	10/29/12	10/29/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30 PM)	M-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----			1			\$1,000.00		0.00			
E 21	4	10/23/12	10/23/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	-T-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----			1			\$1,000.00		0.00			
E 22	4	10/24/12	10/24/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	--W----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----			1			\$1,000.00		0.00			
E 23	4	10/25/12	10/25/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	---T---	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
News															

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals SpotsAmount	
E 23	4	10/25/12	10/25/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	---T---	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	---T---			1		\$1,000.00		0.00				
E 24	4	10/26/12	10/26/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	----F--	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	----F--			1		\$1,000.00		0.00				
E 25	4	10/29/12	10/29/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	M-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	M-----			1		\$1,000.00		0.00				
E 26	4	10/23/12	10/23/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	-T-----	:30	1	\$1,440.00	1	0.00	NM	1	\$1,440.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-T-----			1		\$1,440.00		0.00				
E 27	4	10/24/12	10/24/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	--W----	:30	1	\$1,440.00	1	0.00	NM	1	\$1,440.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	--W----			1		\$1,440.00		0.00				
E 28	4	10/25/12	10/25/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	---T---	:30	1	\$1,440.00	1	0.00	NM	1	\$1,440.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	---T---			1		\$1,440.00		0.00				
E 29	4	10/26/12	10/26/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	----F--	:30	1	\$1,440.00	1	0.00	NM	1	\$1,440.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	----F--			1		\$1,440.00		0.00				
E 30	4	10/29/12	10/29/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	M-----	:30	1	\$1,440.00	1	0.00	NM	1	\$1,440.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	M-----			1		\$1,440.00		0.00				
E 31	4	10/23/12	10/23/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	-T-----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-T-----			1		\$1,800.00		0.00				
E 32	4	10/24/12	10/24/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	--W----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	--W----			1		\$1,800.00		0.00				
E 33	4	10/25/12	10/25/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	---T---	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
News															



WDAF-TV

Print Date: 08/15/12

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Contract / Revision

568691

Flight Dates 10/23/12-10/29/12

Hiatus Dates

Original Date / Revision

08/15/12/ 08/15/12

Order Sep

00:15:00

Advertiser

Mo 4 Health & Education

Product

MO 4 HEALTH & EDUC

Estimate #

2135

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
E 33	4	10/25/12	10/25/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	---T---	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00	
News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---		1		\$1,800.00		0.00						
E 34	4	10/26/12	10/26/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	----F--	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00	
News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--		1		\$1,800.00		0.00						
E 35	4	10/29/12	10/29/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	M-----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00	
News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----		1		\$1,800.00		0.00						
E 36	4	10/27/12	10/27/12	Sa 7-9a Sa 7-9a	CM-All	Sa 7-9a	-----S-	:30	1	\$800.00	1	0.00	NM	1	\$800.00	
News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-		1		\$800.00		0.00						
E 37	4	10/28/12	10/28/12	Su 5-6p Su 5-6p	CM-All	5-6p	-----S	:30	1	\$375.00	1	0.00	NM	1	\$375.00	
News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S		1		\$375.00		0.00						
E 38	4	10/28/12	10/28/12	Su 9-10p Su 9-10p	CM-All	9-10p	-----S	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00	
News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S		1		\$1,800.00		0.00						
														Totals	38	\$39,800.00



WDAF-TV

ORDER

Print Date 08/15/12 Page 1 of 5

Flight Dates 10/30/12-11/05/12

Contract / Revision 568689 /

Original Date / Revision
08/15/12 08/15/12

Advertiser Mo 4 Health & Education

Agency Buying Time LLC

Buying Contact

650 Massachusetts Ave NW
Suite 210
Washington, DC 20001Primary Account Executive
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Product
MO 4 HEALTH & EDUC

Agency Com 15%

Billing Contact
650 Massachusetts Ave NW
Suite 210
Washington, DC 20001

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 2134

Alt Order # 09793026

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL PLI POL

Product Codes PL2C

Priority 1

Advertiser Ref

Order Share 30% Market Value 138166

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	12%	16580
KCWE	%	0
KMBC	34%	46976
KMCI	%	0
KPXE	%	0
KSHB	24%	33160
KSMO	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	40	\$35,232.50	\$41,450.00	0.00	10/29/12	11/05/12	40	\$35,232.50	\$41,450.00
Totals	40	\$35,232.50	\$41,450.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	4	10/30/12	10/30/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	-T-----	:30	1	\$300.00	2	0.00	NM	1	\$300.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----				1		\$300.00		0.00			
E 2	4	10/31/12	10/31/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	--W----	:30	1	\$300.00	2	0.00	NM	1	\$300.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----				1		\$300.00		0.00			
E 3	4	11/01/12	11/01/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	---T---	:30	1	\$300.00	2	0.00	NM	1	\$300.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---				1		\$300.00		0.00			

Contract / Revision 568689 Flight Dates 10/30/12-11/05/12

Original Date / Revision 08/15/12/ 08/15/12

Advertiser	Mo 4 Health & Education	Product	MO 4 HEALTH & EDUC	Estimate #	2134
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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals SpotsAmount	
E 4	4	11/02/12	11/02/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	----F--	:30	1	\$300.00	2	0.00	NM	1	\$300.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	----F--			1		\$300.00		0.00				
E 5	4	11/05/12	11/05/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	M-----	:30	1	\$300.00	2	0.00	NM	1	\$300.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----			1		\$300.00		0.00				
E 6	4	10/30/12	10/30/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	-T-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-T-----			1		\$1,000.00		0.00				
E 7	4	10/31/12	10/31/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	--W----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	--W----			1		\$1,000.00		0.00				
E 8	4	11/01/12	11/01/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	---T---	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	---T---			1		\$1,000.00		0.00				
E 9	4	11/02/12	11/02/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	----F--	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	----F--			1		\$1,000.00		0.00				
E 10	4	11/05/12	11/05/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	M-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----			1		\$1,000.00		0.00				
E 11	4	10/30/12	10/30/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	-T-----	:30	1	\$825.00	1	0.00	NM	1	\$825.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-T-----			1		\$825.00		0.00				
E 12	4	10/31/12	10/31/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	--W----	:30	1	\$825.00	1	0.00	NM	1	\$825.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	--W----			1		\$825.00		0.00				
E 13	4	11/01/12	11/01/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	---T---	:30	1	\$825.00	1	0.00	NM	1	\$825.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	---T---			1		\$825.00		0.00				
E 14	4	11/02/12	11/02/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	----F--	:30	1	\$825.00	1	0.00	NM	1	\$825.00
FOX News															

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 24	4	10/31/12	10/31/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	--W----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	--W----			1		\$1,000.00		0.00				
E 25	4	11/01/12	11/01/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	---T---	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	---T---			1		\$1,000.00		0.00				
E 26	4	11/02/12	11/02/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	----F--	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	----F--			1		\$1,000.00		0.00				
E 27	4	11/05/12	11/05/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	M-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----			1		\$1,000.00		0.00				
E 28	4	10/30/12	10/30/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	-T-----	:30	1	\$1,440.00	1	0.00	NM	1	\$1,440.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-T-----			1		\$1,440.00		0.00				
E 29	4	10/31/12	10/31/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	--W----	:30	1	\$1,440.00	1	0.00	NM	1	\$1,440.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	--W----			1		\$1,440.00		0.00				
E 30	4	11/01/12	11/01/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	---T---	:30	1	\$1,440.00	1	0.00	NM	1	\$1,440.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	---T---			1		\$1,440.00		0.00				
E 31	4	11/02/12	11/02/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	----F--	:30	1	\$1,440.00	1	0.00	NM	1	\$1,440.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	----F--			1		\$1,440.00		0.00				
E 32	4	11/05/12	11/05/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	M-----	:30	1	\$1,440.00	1	0.00	NM	1	\$1,440.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----			1		\$1,440.00		0.00				
E 33	4	10/30/12	10/30/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	-T-----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-T-----			1		\$1,800.00		0.00				
E 34	4	10/31/12	10/31/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	--W----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
News															



WDAF-TV

Print Date: 08/15/12

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Contract / Revision 568689 Flight Dates 10/30/12-11/05/12

Hiatus Dates

Original Date / Revision 08/15/12/ 08/15/12

Order Sep 00:15:00

Advertiser Mo 4 Health & Education Product MO 4 HEALTH & EDUC

Estimate # 2134

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
E 34	4	10/31/12	10/31/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	--W----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00	
News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/29/12	11/04/12	--W----	1		\$1,800.00		0.00							
E 35	4	11/01/12	11/01/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	---T---	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00	
News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/29/12	11/04/12	---T---	1		\$1,800.00		0.00							
E 36	4	11/02/12	11/02/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	----F--	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00	
News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/29/12	11/04/12	----F--	1		\$1,800.00		0.00							
E 37	4	11/05/12	11/05/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	M-----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00	
News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		11/05/12	11/11/12	M-----	1		\$1,800.00		0.00							
E 38	4	11/03/12	11/03/12	Sa 7-9a Sa 7-9a	CM-All	Sa 7-9a	-----S-	:30	1	\$800.00	1	0.00	NM	1	\$800.00	
News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/29/12	11/04/12	-----S-	1		\$800.00		0.00							
E 39	4	11/04/12	11/04/12	Su 5-6p Su 5-6p	CM-All	5-6p	-----S	:30	1	\$375.00	1	0.00	NM	1	\$375.00	
News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/29/12	11/04/12	-----S	1		\$375.00		0.00							
E 40	4	11/04/12	11/04/12	Su 9-10p Su 9-10p	CM-All	9-10p	-----S	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00	
News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/29/12	11/04/12	-----S	1		\$1,800.00		0.00							
														Totals	40	\$41,450.00